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Ranchi, Wednesday, 24th February, 2016

Department of Agriculture, Animal Husbandry & Cooperative
(Agriculture Division)

NOTIFICATION

The 23 February, 2016

No.-630--agri. In order to ensure better convergence of mass media programme with all other programmes related to agricultural extension and to ensure periodic discussion on mass media related issues and take requisite corrective action besides appraising Government of India, a **State Level Agriculture Mass Media Committee** is hereby constituted as below :-

1	Secretary, Dept. of Agriculture, Animal Husbandry & Cooperative, GOJ	Chairman
2	Secretary/Representative, Dept. of Rural Development , GOJ	Member
3	Vice-Chancellor of Birsa Agricultural University	Member
4	Director, Animal Husbandry/Dairy/Fisheries, GOJ	Member
5	Registrar, Cooperative Societies, Jharkhand, Ranchi	Member
6	Director, Information & Public Relations, Jharkhand	Member
7	Director Horticulture, Jharkhand, Ranchi	Member
8	State level representative from Doordarshan	Member
9	State level representative from AIR	Member
10	Chairman of Inter-Media Policy Coordination Committee (IMPCC) at the State level	Member
11	District Collectors of the State where Regional Kendras/Narrowcasting PGF Stations of Doordarshan of Kisanvani FM Stations are located	Member

12	Chief Conservator of Forests in-charge of Social Forestry	Member
13	Representative of Lead Bank	Member
14	Representative of Apex Cooperative Bank of the State	Member
15	Three Farmers representing the different agro-climatic zones of the State	Member
16	Director Agriculture, Jharkhand, Ranchi	Member Secretary

Mandate of the committee :-

1. Approve the policy and broad guidelines for content creation for the Regional Kendras and Narrowcasting LPTs/HPTs and FM stations of All India Radio.
2. Lay down the broad guidelines indicating the direction in which content creation should be done for each month.
3. The committee review the content broadcast over the last month and suggest changes and modification in the format and the substance.
4. The committee would also review the reports sent by the district level committee.
5. The committee would submit a quarterly report to the Apex Committee on the activities for the quarter. A consolidated report together with their observations on the reports sent by the district committees shall form a part of the report. The report shall also include the suggestions given to the broadcaster and action taken on the same.

The committee will suggest in regard to mass media related issues in accordance to guidelines for Central Sector Scheme "Mass Media Support to Agriculture Extension"

By the order of Governor Jharkhand,

(Sd/-)Illegible,
Secretary to Government
